



FOR IMMEDIATE RELEASE
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LITERACY VOLUNTEERS HELP COLLIER ADULTS WITH THEIR ABC'S, HOSTING BENEFIT NIGHT AT NAPLES POLLO TROPICAL® ON OCT. 14

Media Contacts:

Kampi Chaleunsouk	Jeanette Lopez
305-751-7001 x8004	305-751-7001 x8003
kampi@impactmiami.com	jeanette@impactmiami.com

NAPLES – Literacy Volunteers of Collier County is calling on Naples residents to lend a helping hand by simply dining at the Pollo Tropical® located at 3777 East Tamiami Trail on Thursday, October 14. The organization will be hosting a Benefit Night from 5:00 p.m. to 8:00 p.m. to raise funds for operating expenses. Twenty percent of the sales generated from the guests of Literacy Volunteers of Collier County will be donated to the organization.

Literacy Volunteers of Collier County is a non-profit organization whose primary goal is to teach illiterate and non-English speaking adults to read, write and speak English. The organization offers free and confidential one on one tutoring to adults who want to improve their reading, writing and English speaking skills to participate more fully in the daily tasks. The organization serves more than 400 adults. For more information on Literacy Volunteers of Collier County, visit www.collierliteracy.org.

"The Pollo Tropical Benefit Night program is an easy way for charitable organizations to raise much-needed funds," said Kim Miller, Senior Marketing Director for Pollo Tropical. "By simply enjoying a snack or entree, customers can help worthy local causes. Every meal counts!"

Pollo Tropical started hosting regular Benefit Nights in August of 2008 to help nonprofit organizations such as the YMCA, Girl Scouts, Boys and Girls Clubs, local schools and Parent Teacher Associations raise money for special projects. The Benefit Nights program is available to organizations throughout the year.

For more information or to nominate your charity for a Pollo Tropical® Benefit Night, please visit www.pollotropical.com/community.

HOW IT WORKS

The first step is to visit www.pollotropical.com/community and complete and submit a **Benefit Night** request form. Once a **Benefit Night** is approved, Pollo Tropical will identify a restaurant location that is conveniently located for the organization to host the **Benefit Night**. The organization is then responsible for distributing Pollo Tropical guest vouchers for the event to the supporters—voucher layouts are provided by Pollo Tropical. After the **Benefit Night** is completed, Pollo Tropical donates to the organization 20 percent of that store's sales generated by the guests of the Benefit Night.

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About Pollo Tropical®

Born in a Caribbean kitchen with a Latin accent in the melting pot of Miami, the Pollo Tropical signature citrus marinated, tropical-spiced grilled chicken (Pollo in Spanish) created its namesake. People came from all over just to get a taste of the Pollo. Today, that same recipe is being grilled fresh and served fast to about 20 million loyal Pollo Tropical fans at 120 Pollo Tropical restaurants in six countries. There's no mistaking the taste, the freshness and the flavor of Pollo Tropical. For more information on Pollo Tropical®, including menu items and nutritional information, visit online at www.pollotropical.com.

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